2/25/11

In attendance: Dana, Dan, Shannon, Susan, Elysa, Matthew, Nat, Jonathan, Sarah, Quentin, Steve, Bailey Prior

Bailey Prior updates us on his documentary.

He expects to have 90% of it done by the end of this year (December 2011).

The remaining 10% will be done during the rest of the reconstruction and the launch.

He is filming various stages of the refit, but is trying to tell her whole life story in a way never seen before. It is like telling a biography in a new way. He will look at the world from her perspective. This 5 years is just a little snippet of her 170 year life.

He is happy to make additional footage for us to use in Advancement, Education, Exhibits, Marketing, archives, etc. If there is something specific we want, we should let him know so he can ask that question and work it into filming.

All if it is filmed in HD.

He will do six interviews and ask questions about history of whaling, construction of the vessel, us of the vessel, the refit, and lessons to take from this all.

How have we affected CWM and how has she affected us? He wants to do all interviews onsite: in the shipyard, sail loft, etc.

He will involve Suki and her team in the filming of interviews so they are very familiar with the content that they will have.

The goal is that the documentary will be on TV. PBS is the best bet, but perhaps CNN, CNBC or History channels.

He wants to tell the story authentically and with the caliber of the MS brand.

He has a significant financial investment in this, along with Steve Jones. Because of this, he doesn’t want anyone else making a documentary, but we can use his footage for other news.

Sponsors is a difficult thing with TV stations, since they will want a cut of the sponsorship money.

One of our best bets for making money on this is to do a film tour. A sponsor could fund the tour. Go international. Put sponsors in the lobby of civic auditoriums across the country.

Mystic is the story! Leaving here will be a huge story. You want people to associate her with Mystic, not New London, not New Bedford. As she goes through the bridge, it will evoke that iconic image of her coming up through the bridge.

Time distribution of the documentary to be after the whale event on Stellwagen, but before she goes to the big cities of Boston and New York.

We will get national media in Mystic when she leaves, then again on Stellwagen. We will get regional media in New London, New Bedford, etc.

Go to NY last. We are selling visibility to the sponsors, so build up and continued publicity before she goes to NY so there is a buzz around her before she gets there.

Two Brothers should be important info to Crescent Partners. They had 5 million hits on the NOAA website after that announcement. **Matthew will get these statistics for Crescent.**

**Shannon reserve two spots** on NL daysails and 2 on Stellwagen for Bailey filming.

Bailey will pitch it to TV stations based on two things. What does she mean to us as social commentary (environmental angle) and science and engineering (construction of ship, etc).

She is our past, we are her future.

Tell the story that the whales won! They are coming back, but there are no more whaleships being built.

Susan wants to capture literary references, but that work should be done by our own film crew.

We want to do an itinerary that raises the most money and still promotes our mission. An itinerary of awareness and visibility.

**Shannon to rework the calendar** to shorten Newport, shorten Boston, add NY.

Hopefully the cruise track will be decided by May Board meeting.

**Shannon to schedule a meeting on billeting**. Include Nat, Susan, Shannon, Dana, Sarah and Jonathan.

**Shannon update 6 month deliverables** and redistribute.

Next meeting in 3 weeks.